



March 15, 2017
NVTA Agenda Item 9.3

Continued From: New
Action Requested: APPROVE

NAPA VALLEY TRANSPORTATION AUTHORITY Board Agenda Letter

TO: NVTA Board of Directors
FROM: Kate Miller, Executive Director
REPORT BY: Danielle Schmitz, Planning Manager
(707) 253-5968 / Email: dschmitz@nvta.ca.gov
SUBJECT: Citizen Advisory Committee (CAC) Member Appointments

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board approve the appointment of new member, Catherine Heywood, and the re-appointment of members listed in Attachment 1 to the Citizen Advisory Committee (CAC).

COMMITTEE RECOMMENDATION

None

EXECUTIVE SUMMARY

On December 15, 2015 the NVTA Board approved the formation of the Citizen Advisory Committee (CAC). The committee currently has 15 members and has met for the last year. Recruitment has continued to fill four vacant positions. When members were initially appointed to the committee in April they drew lots to determine term length. Five members drew one year and three have opted to be re-appointed. Hospitality representative, Cass Walker, is not renewing appointment and Catherine Heywood from Visit Napa Valley has applied to take her place. In addition, Jesse Ramer representing the Agricultural Industry will not be renewing his appointment. With the new appointment of Catherine and renewals there remains five vacancies on the committee:

- Town of Yountville representative
- City of St. Helena representative
- City of Calistoga representative
- Chamber of Commerce representative
- Agricultural representative

PROCEDURAL REQUIREMENTS

1. Staff Report
2. Public Comments
3. Motion, Second, Discussion and Vote

FISCAL IMPACT

Is there a Fiscal Impact? No

CEQA REQUIREMENTS

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (California Environmental Quality Act (CEQA) Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The CAC was formed by NVTAG to replace a number of independent CACs that had been convened to advise the NVTAG Board and NVTAG staff on various projects. A permanent CAC was desired to ensure representation from all aspects of the communities in Napa Valley and to garner the expertise that was lost under previous committees that had been formed for specific purposes and then disbanded when a project ended.

The NVTAG Board has ordained that the committee structure and representation strive to represent a diverse cross-section of the community including members of underrepresented groups in Napa Valley.

City/Town/County members will be appointed by their respective Councils or Board of Supervisors whichever is applicable.

Ideally, members will serve two years. Terms will be staggered to ensure continuity.

SUPPORTING DOCUMENTS

Attachments: (1) CAC Member Appointments
 (2) Catherine Heywood Application

Citizen Advisory Committee

Name	Interest Represented	City of Residence	Date Approved	Renewal Needed	Notes
Aisha Nasir	American Canyon	American Canyon	Mar-17	Mar-19	Caterer; NVUSD volunteer
Catherine Heywood	Hospitality	Angwin	Mar-17	Mar-19	Visit Napa Valley
Michael Baldini	Students	Napa	Mar-17	Mar-19	Napa Community College Board member; wine educator; background in transportation
Matthew Schmitz	Non-profit/Education	Napa	Mar-17	Mar-19	High School counselor; transit advocate

Submission information

Form: [Citizen Advisory Committee Application](#)

February 24, 2017 – 3:18pm

CONTACT INFORMATION

Name

Catherine Heywood

E-mail Address

XXXXXXXXXXXXXXXXXXXXX

Phone Number

XXX-XXX-XXXX

Residence

Unincorporated Napa County

EXPERIENCE

Occupation

Management/Operations

Community involvement

Hospitality

Explain your experience

I was on the NCTPA Citizen Advisory Committee 2014/2015 and I'm currently on the Napa County Clean Air Coalition committee as well as the Board for the Napa Valley Vine Trail Coalition.

Education

I have a degree in Business Administration from CSU Chico.

Public policy experience

See above.

Resume

See Attached

TRANSPORTATION GOALS

How do you see transportation in the Napa Valley in the next 25 years?

I hope I live to see a passenger rail program for local commuters and the expansion of the local on-demand shuttle services in Calistoga, Yountville and St. Helena, to include Napa. I am also confident the entire Vine Trail will be complete, as well. It is quite possible the Commuter

Benefit program will be required by all employers, and not just those with 50+ employees.

How do you travel through Napa Valley? How have you used alternative transportation before?

I mostly drive and I'm looking forward to better weather to use the Vine Trail to convert some of my drive time into ride time! I have used the VINE on occasion mostly in Napa. I lived in San Francisco for a short time without a car and used MUNI and the ferry.

Please list a few references who could speak to your experience and character.

Name of first reference

Cassandra Walker

Phone Number

XXX-XXX-XXXX

E-mail Address

XXXXXXXXXXXXXXXXXXXX

Describe your relationship to this person.

Cass is a contractor with my employer, and we have worked together on industry issues facing the lodging industry. It has been a mix of government and community relations, and has included issues in traffic and potential transportation solutions for lodging industry employers.

Name of second reference

Clay Gregory

Phone Number

XXX-XXX-XXXX

E-mail Address

XXXXXXXXXXXXXXXXXXXX

Describe your relationship to this person.

Clay is the President and CEO of Visit Napa Valley (my employer) and I report directly to him. We have worked together for almost 7 years.

SIGNATURE

Digital signature is required. Applicant must confirm the submitted information is correct to the best of their knowledge.

Signature/Catherine Heywood/

Catherine C. Heywood

Mobile (707) XXX-XXXX

Email

Employment History

Visit Napa Valley

Feb 2012 - Present Director of Operations

Manage organization governance including bylaws, board meetings, corporate records and lodging committee. Manage CEO calendar, email, expense reports and special projects. Oversee HR compliance, management of personnel files, reviews, hiring and compensation budget. Oversee benefit programs and renewals. Supervise Office Manager and Welcome Center Manager. Develop G&A budget. Review legal documents and contracts. Coordinate and oversee tourism studies, and disseminate lodging data. Committee participation with various partners (Vine Trail, Adopt-a-School, Clean Air Coalition). Attend government meetings as needed. Executed TID renewal.

Nov 2010 - Feb 2012 Office Manager & Executive Assistant

Managed supplies and equipment. Processed mail and answered phones. Coordinated office expansion. Managed CEO calendar, travel and expense reports. Supervised Partnership Manager. Maintained corporate records. Managed NV Welcome Center FF&E coordination and installation, including PO development. Produced Travel NV radio show twice monthly. Planned staff events.

Ehlers Estate Winery

Oct 2007 - Nov 2010 Accounting & Office Manager

Processed all AR and AP, reconciled daily retail sales and inventory. Prepared monthly financial statements and compliance filing. Managed office equipment, supplies and maintenance. Maintained company records and IIPP/Safety Manual. Managed Guest House maintenance, upgrades and calendar.

Heywood Construction

Jan 2001 - Dec 2007 Accounting & Office Manager

Processed all AR and AP, managed cash flow and banking, tracked projects, prepared payroll, maintained Safety Manual.

Freemark Abbey Winery

1996 - 2001 Director of Sales & Marketing

Developed, implemented and monitored sales and marketing plan and budget. Coordinated marketing activities with national sales agent, including national travel and hosting trade on site. Oversight of complete visitor experience. Managed staff of five hospitality and two groundskeepers. Launched Key to the Abbey wine club. Managed retail merchandise.

1993 - 1996 Regional Manager

Developed sales plan and budget, traveled to markets, showed wines at trade and consumer events, conducted vintner dinners and staff trainings. Territory west of Texas, excluding CA.

Employment History, cont.

Freemark Abbey Winery

1990 - 1995

Marketing Assistant

Compiled marketing reports for management team, tracked sales incentive programs, created promotional materials, prepared press packets, conducted tours and tastings.

Great Western Bank

1988 - 1990

Financial Services Rep.

Financial Services Representative: Sold and opened new accounts and loans to achieve branch sales targets.

Education

California State University at Chico

Bachelor of Science

Business Administration with emphasis in Marketing and Consumer Behavior

CBEST Certified 2010

Proficient in Microsoft Office products and Quickbooks

Community Activism

Leadership Napa Valley - Class 28 graduate, May 2015

4H - Club Leader and Camp Counselor

Carpy Gang Youth Football - Past Board Member & Secretary/Treasurer

Taste of Howell Mountain Auction - Twice Past Co-Chair

Napa Valley Vintners/Auction Napa Valley - Past Board Member